



#4

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

COPY OF PAPERS
ORIGINALLY FILED

In Application of:

BENTOLILA, et al.

Serial No.: 10/043,698

Filed: January 9, 2002

For: SYSTEM AND METHOD FOR
BEHAVIORAL MODEL CLUSTERING IN
TELEVISION USAGE, TARGETED
CLUSTERING, AND PREFERENCE
ADVERTISING VIA MODEL
PROGRAMMING BASED ON
BEHAVIORAL MODEL CLUSTERS

Examiner: Not yet assigned

Group Art Unit: Not yet assigned

July 12, 2002

Los Angeles, CA 90067

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JUL 22 2002

OFFICE OF PETITIONS

REQUEST FOR EXTENSION OF TIME

Assistant Commissioner for Patents
Washington, D.C. 20231

Applicants request a three-month extension of time from April 12, 2002, to July 12, 2002
to respond to the Notice to File Missing Parts of Application.

A check for \$460.00 is enclosed to cover the fee for such an extension of time. Please
charge any additional fees to our deposit account No. 19-1995. One copy of this letter is
enclosed for such purpose.

Very truly yours,

SHERMAN & SHERMAN

Kenneth L. Sherman

Reg. No. 33,783

2029 Century Park East, 17th Floor

Los Angeles, CA 90067

Telephone: (310) 789-3200

07/22/2002 AWONDAF1 00000162 10043698

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460.00 DP

CERTIFICATE OF MAILING - I hereby certify that this correspondence is being deposited with the United States Postal Service first class mail in an envelope addressed to the:
Assistant Commissioner for Patents, Washington, D.C. 20231 on July 12, 2002.

Evelyn Menjivar
(Type or print name of person mailing paper)
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(Signature of person mailing paper)

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